

Message Text

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 109

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E.O. 11652: N/A

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SUBJECT: STRENGTHENING BUSINESS SERVICES AND TRADE PROMOTION

REF: STATE A-10322, 12/18/73

EMBASSY FULLY CONCURS IN RECOMMENDATIONS CONTAINED IN OMB STAFF REPORT ON COMMERCIAL AND ECONOMIC REPRESENTATION ABOARD AND HAS FOLLOWING COMMENTS: ECON AND COMMERCIAL SECTIONS WILL BE RE-COMBINED AT AN EARLY DATE IN ORDER TO OBTAIN MAXIMUM INTEGRATION OF ALL EXPORT EXPANSION ACTIVITIES. THIS SHOULD REMOVE ANY DE FACTO DISTINCTIONS BETWEEN ECONOMIC AND COMMERCIAL PERSONNEL. IN ACCORDANCE WITH RECOMMENDATIONS OF MOST RECENT INSPECTION REPORT, THE COMMERCIAL SECTION HAS BEEN DEVOTING THE MAJOR PART OF ITS TIME TO TRADE PROMOTION, AND COMMERCIAL OFFICERS WILL CONTINUE TO REGARD THIS AS THEIR PRIMARY RESPONSIBILITY,

BUT THEY ARE ALSO GIVEN THE OPPORTUNITY TO PERFORM DIPLOMATIC AND POLICY-ORIENTED WORK. COMMERCIAL PERSONNEL HAVE BEEN WORKING ALONG SUBJECT AND ISSUE LINES, FILLING A REPRESENTATION AND NEGOTIATION SUPPORT ROLE TO THE MAXIMUM EXTENT POSSIBLE. THEY WILL CONTINUE TO DO SO IN CLOSE COORDINATION WITH ECON OFFICERS. EVERY EFFORT WILL BE MADE TO DEVELOP ALTERNATIVE CONCEPTS FOR TASKING AND ORGANIZING OUR ECON/COM STAFF WHEN WE WORK ON THE COUNTRY COMMERCIAL PROGRAM THAT IS BEING DRAFTED IN WASHINGTON AND IS EXPECTED TO BE SENT TO US SOON FOR COMMENT.
JOVA

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